MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

BMK1024 – FUNDAMENTALS OF MARKETING

(All Sections / Groups)

9 AUGUST 2022
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages with 4 questions excluding the cover page.
2. Answer **ALL** questions. Distribution of marks for each question is given.
3. Please write your answers in the Answer Booklet provided.

INSTRUCTION: Answer ALL questions.

QUESTION 1

A buyer's decisions are influenced by personal characteristics of the buyer.

a) Explain how the decision process in the business market and consumer market differ. (10 marks)

b) Briefly describe the characteristics of effective market segments. (15 marks)

(Total: 25 marks)

QUESTION 2

(a) What is a product? (2 marks)

(b) Explain the four characteristics of services that a company must consider when designing marketing programs. (8 marks)

(c) Briefly explain each step in a typical product life cycle. (15 marks)

(Total: 25 marks)

QUESTION 3

Pricing is a key strategic tool for creating and capturing customer value.

(a) Describe the major considerations in setting prices. (7 marks)

(b) What are cost-based pricing and value-based pricing? (12 marks)

(c) With reference to the different types of markets, compare pure competition with monopolistic competition. (6 marks)

(Total: 25 marks)

Continued..

QUESTION 4

(a) What is retailing? (3 marks)

(b) Gergasi Hypermarket, the country's largest and oldest retail chain, was recently recognized as one of the most influential companies in Malaysia. The company aims to capitalize on this opportunity by implementing major marketing activities to capture the attention of consumers, politicians, and environmentalists. The company was one of the first to do away with plastic bags, and the public relations division is contemplating the adoption of additional green retailing practices. Would this move reflect sound business tactics? What other measures can Gergasi Hypermarket take in this direction? (12 marks)

(c) Discuss with example the horizontal marketing system and how this type of marketing channel can benefit a corporation. (10 marks)

(Total: 25 marks)

End of Paper.